



JOB OPPORTUNITY

Position: Racing Promotions Coordinator

Tenure/Timebase: 25-30 hrs/week, Wednesday-Saturdays. 3pm – 9pm.

Pay Rate: Hourly, DOE.

Note: this position is classified as a State Fair Worker, which accrues no overtime or benefits.

Duties: Under the direction of the Assistant General Managers of Racing and Marketing and the Racing Supervisor, provide all levels of marketing support to the Cal Expo Horse Racing Department.

Develop and coordinate integrated Radio, Print, TV and On Site promotions for year-round horse racing events, including:

- Coordination of the racetrack Advertising & Promotions plan
- Communication with all media promotions contacts;
- Review and auditing of all written proposals and management of all related paperwork
- Coordination of all advertising and on-track promotions or events.
- Coordination of all website content revisions, design modifications and updates.
- Development of any related marketing materials, collateral, publications, promotional items, etc..
- Other administrative duties as required.

Experience & Qualifications: Strong communications background with a keen understanding of marketing and promotional tactics. Very strong organizational, technical, phone and writing skills. Ability to multi-task. Prior marketing and promotions experience required. Very strong computer skills including proficiency with the Internet, MS Word, MS Excel, MS Outlook, and others. Adobe Photoshop and Illustrator proficiency a plus. Professionalism a must.

Bilingual in Spanish preferred. Knowledge of and/or interest in horse racing a plus.

Desirable Qualifications: Self-motivators and independent thinkers are welcome. Outgoing, personable candidates are preferred. Past experience with horse racing, marketing, advertising, promotions and web sites a plus.

Who Should Apply: Those seeking a challenging position in a positive and fun work environment. Team players.

Send Application, Cover Letter, Writing Samples and two (2) References to: California Exposition & State Fair, P.O. Box 15649, Sacramento, CA 95852-1649
Attn: Erica Manuel
Re: Racing Promotions Coordinator
Fax: 916-263-3304
EManuel@calexpo.com

Final Filing Date: April 15, 2009
Applications will be screened and only the most qualified applicants will be interviewed.